

A Guide for Using the Proper Identification on Political Advertising in Missouri

This guide is intended only as a summary to aid understanding of the Campaign Finance Disclosure Law. For the Law's complete requirements, consult the Law itself, codified at Chapter 130 of the Revised Statutes of Missouri.

USING THE PROPER IDENTIFICATION ON POLITICAL ADVERTISING IN MISSOURI

Printed Matter

"Printed Matter" shall include any pamphlet, circular, handbill, sample ballot, advertisement, including advertisements in any newspaper or other periodical, sign, including signs for display on motor vehicles, or other imprinted or lettered material.

Identification Required

Any person publishing, circulating, or distributing any printed matter relative to any candidate for public office or any ballot measure shall on the face of the printed matter identify in a clear and conspicuous manner the person who paid for the printed matter with the words "Paid for by" followed by the proper identification of the sponsor.

1. If the printed matter is paid for by a candidate, from personal funds, print the first and last name by which the candidate is known.
2. If the printed matter is paid for by a committee, print the name of the committee as required to be registered by the Missouri campaign finance disclosure law, the name and title of the committee treasurer who was serving when the printed matter was paid for.
3. If the printed matter is paid for by a corporation or other business entity, labor organization, or any other organization not defined to be a committee and not organized especially for influencing one or more elections, print the name of the entity, the name of the principal officer of the entity, by whatever title known, and the mailing address of the entity.
4. If the printed matter is paid for by an individual or individuals, print the name of the individual or individuals and the respective mailing address or addresses. If more than five individuals join in paying it shall be sufficient to print the words "For a list of sponsors contact:" followed by the name and address of one such individual who shall be responsible for causing the matter to be printed and the individual identified shall maintain a record of the names and amounts paid by other individuals.

Some Items Excluded from the Requirement

For the purpose of the campaign finance disclosure law, printed matter does not include any items of personal use given away or sold, such as campaign buttons, pins, pens, pencils, book matches, campaign jewelry, or clothing, which is paid for by a candidate or committee which supports/opposes a ballot issue or candidate and which is obvious in its identification with a specific candidate or committee, and the cost of it is reported as required by law.

Any news story, commentary or editorial printed by a regularly published newspaper or other periodical without charge to a candidate, committee or any other person is not considered printed matter for the purpose of the campaign finance disclosure law.

A sign personally printed and constructed by an individual without compensation from any other person which is displayed at that individual's place of residence or on that individual's personal motor vehicle is not considered printed matter for the purpose of the campaign finance disclosure law.

Radio and Television Advertisement

Any broadcast station transmitting any matter relative to any candidate for public office or ballot measure shall identify the sponsor of such matter as required by federal law.

Federal Candidate Advertising Requirement

Persons causing matter to be printed or broadcast concerning federal candidates must comply with the requirements of federal law for identification of the sponsor.

Violation

It is a violation of Missouri law for any person required to be identified as paying for printed matter under the provisions of the campaign finance disclosure law or paying for broadcast matter as required by law to refuse to provide the information required or purposely provide false, misleading or incomplete information.